



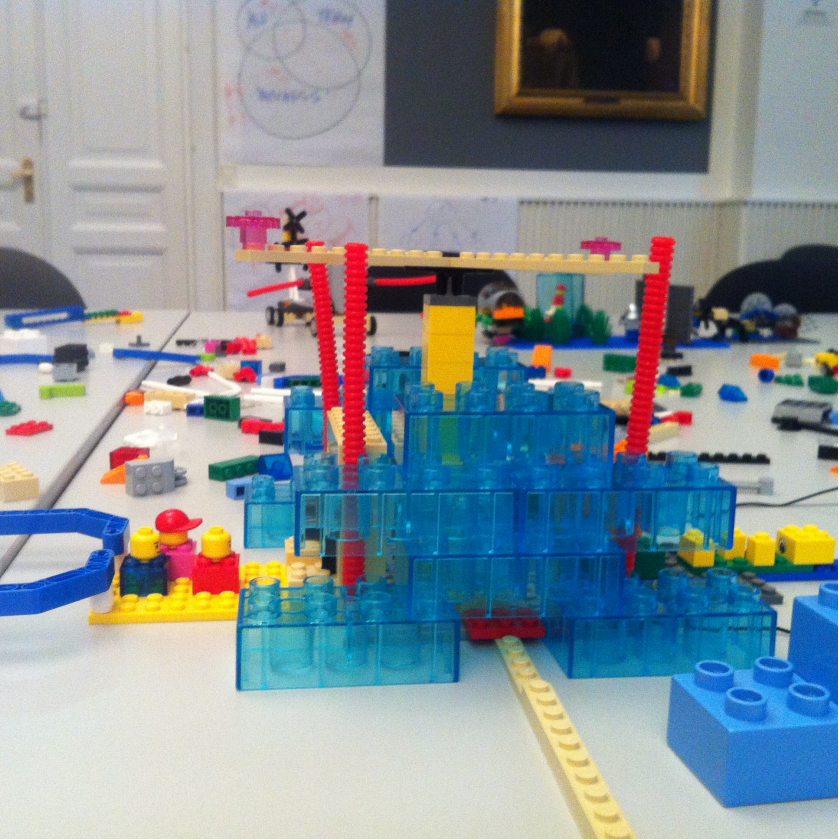
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What is LEGO® SERIOUS PLAY®?

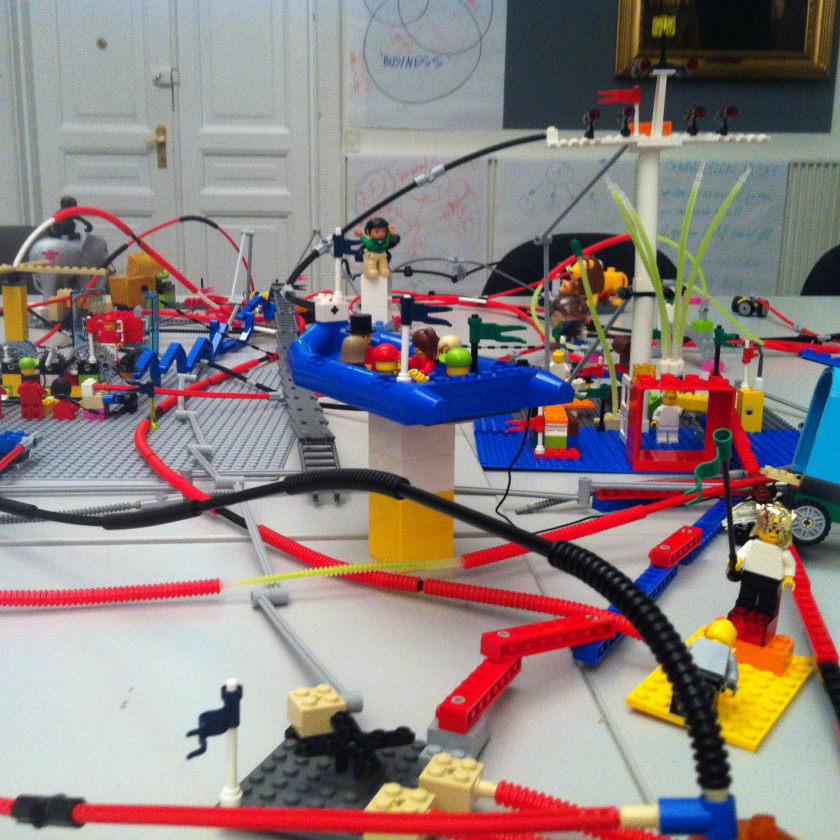
LEGO® SERIOUS PLAY® is a method that makes abstract *challenges tangible* and increases the *innovative performance* of individuals, teams and organisations.

The specially selected LEGO® bricks serve as a medium for building metaphorical models - and thus contribute to the *objectivity* and *illustration* of the challenges.



Areas of Application

- ① *People & Relationships* - Team Development | Leadership Development | Cultural challenges (conflicts) | Job profiles...
- ② *Organisation & Strategy* – Strategic planning | Optimisation SWOT | Change Management | Project kick-off ...
- ③ *Product & Innovation* - Innovation & Product-/Service development | out-of-the-box thinking | ...



Advantages

- Achieving goals in an efficient process
- Develop ideas that were not previously apparent or obvious
- Make complex situations "understandable"
- Use new ways of thinking
- Objectification through building, explaining and understanding
- Mutual respect and equality: all opinions become heard/seen
- Speak a common language
- Commitment in the implementation



The LEGO® SERIOUS PLAY® Process

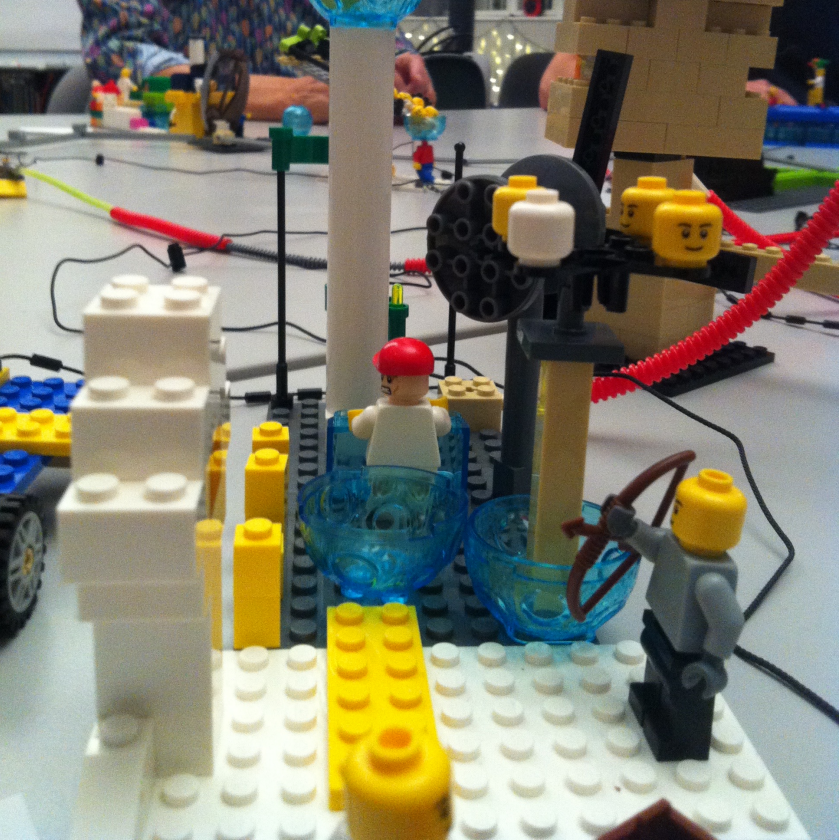


- 1 The facilitator *asks a question*, the answer of which is a metaphorical story you have built.
- 2 *Everyone* builds for *him-/herself* and gives the bricks a meaning while building.

- ③ *Everyone* tells everyone else in the group the story of their model.
- ④ Questions, insights, reflections, identification of patterns ...

The Creativity Ground Rules

- ① *Think with your hands* ... if you don't know what to build, just start building.
- ② *Trust your hands.*
- ③ *Tell the story* of the model.
- ④ Listen with ears *and* eyes. Look at the model that is presented.
- ⑤ Everyone builds, everyone presents.



Material required

Window Exploration Bag 2000409

Kit with 51 LEGO® elements to introduce the method, workshops up to 45 minutes. One kit per participant.

Starter Kit 2000414

Kit with 234 LEGO® elements, workshops up to 90 minutes. One kit per participant.

Identity and Landscape Kit 2000430

Kit with 2,808 LEGO® elements for extended and intensive workshops. One kit for 6 to 12 participants.

Connections Kit 2000431

Supplement to the Identity and Landscape kit with 2,455 LEGO® elements for workshops focusing on relations. One kit for 6 to 12 participants.



Information on LEGO® SERIOUS PLAY®

Gauntlett, D. & B. Stjerne Thomsen (2013), *Cultures of Creativity*, LEGO Foundation, Billund.

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LEGO Group (2010), *Open-source - Introduction to LEGO® SERIOUS PLAY®*, LEGO Group, Billund

Pink, D.H. (2009), *Drive: The Surprising Truth about What Motivates Us*, Riverhead Books, New York.

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<https://www.lego.com/en-us/seriousplay>

<https://www.seriousplay.com>

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https://en.wikipedia.org/wiki/Lego_Serious_Play

Notes

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